

**JOINT MT SHASTA CITY COUNCIL MEETING AND COMMUNITY ECONOMIC
DEVELOPMENT ACTIVITIES COMMITTEE AND MT SHASTA CITY COUNCIL SPECIAL
MEETING**

UPSTAIRS CONFERENCE ROOM - ABOVE POLICE DEPARTMENT

303 North Mt. Shasta Boulevard

Tuesday, January 14, 2014; 2:30 p.m.

“Our mission is to maintain the character and resources of our ‘small town’ community while striking an appropriate balance between economic development and preservation of our quality of life.”

Page	Item
	1. Call to Order
	2. Roll call
	3. Public Comment: This is an opportunity for members of the public to address the Committee on items within the jurisdiction of the Committee and not listed on the agenda. The public will have an opportunity to comment on any agenda item during Committee discussion of that item. The Committee may ask questions but may take no formal action on items addressed during the Public Comment period. The Committee reserves the right to limit the length of individual comments. If you desire a written response, please provide your mailing address.
P3-4	4. Approval of Minutes: Minutes of October 8, 2013
	5. Comments/Reports: At this time, Committee and Advisory Members will have the opportunity to bring before the Committee current clients and projects that might benefit from Committee involvement.
	6. Discussion and Possible Action RE: Mt. Shasta Tourism Report The Siskiyou County Economic Development Council Executive Director, Tonya Dowse, will provide the Committee with an update on the 2013 Strategic Tourism Plan.
	7. Discussion and Possible Action RE: The Landing/Brownfields Update The Siskiyou County Economic Development Council Executive Director, Tonya Dowse, will update the committee on the Brownfields assessment.
	8. Discussion and Possible Action RE: Business Investor Network/Professional Network (Continued from previous meeting) The Committee agreed to continue discussion of setting up an Investor Network or Professional Services Network until after the results of the Business Outreach Walk were known. Members will discuss possible implementation for Mt. Shasta, and how partners can be involved.

	<p>9. Discussion and Possible Action RE: Marketing/Branding</p> <p>Committee has indicated interest in looking at efforts or rebranding the community. Potential discussion could include whether a tourism focus is most appropriate and whether cooperative or County wide efforts are appropriate.</p>
	<p>10. Future Agenda Items/Comments by Committee Members: At this time, members of the Committee may ask questions of staff, request that reports be made at a later date, or ask to place an item on the agenda, on any subject within the Committee's jurisdiction. In addition, the members may take this opportunity to make comments on any topic which is not on this agenda, provided however, that no deliberation may be conducted, and no decision may be made on such topics.</p>
	<p>11. Adjourn</p> <p>Availability of Public Records: All public records related to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at City Hall located at 305 North Mt. Shasta Blvd., Mt. Shasta, CA at the same time the public records are distributed or made available to the members of the legislative body. Agenda related writings or documents provided to a majority of the legislative body after distribution of the Agenda packet will be available for public review within a separate binder at City Hall at the same time as they are made available to the members of the legislative body.</p> <p>The City of Mt. Shasta does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or provision of services. In compliance with the Americans with Disabilities Act, persons requiring accommodations for a disability at a public meeting should notify the City Clerk or Deputy City Clerk at least 48 hours prior to the meeting at (530) 926-7510 in order to allow the City sufficient time to make reasonable arrangements to accommodate participation in this meeting</p>

**JOINT MT. SHASTA CITY COUNCIL MEETING AND CEDAC COMMITTEE MEETING
COMMUNITY ECONOMIC DEVELOPMENT ACTIVITIES COMMITTEE
AND MT. SHASTA CITY COUNCIL SPECIAL MEETING
(CEDAC) REGULAR MEETING DRAFT MINUTES
TUESDAY, OCTOBER 8, 2013, AT 2:30 p.m.**

1. Call to Order

At the hour of 2:38 p.m. Chair Derwingson called the meeting to order.

2. Roll Call

Present: Members Richard Derwingson, Mark Clure, Jason Darrow, Marie Josee Wells, Nancy Swift, Josephine Toms, Tonya Dowse, City Council Mayor, Tom Moore

Absent: Member Joanie Zarzynski (Alternate)

Also Present: City Manager Paul Eckert

City Council Roll Call: Mayor Tom Moore, Council Member Geoff Harkness, Council Member Jeffrey Collings (Via conference call)

Members of the Public Present: Rod Dowse, Keli Anthis

3. Public Comment: NONE

4. Approval Of Minutes: July 16, 2013 Regular Meeting Minutes

Chair Derwingson deemed the minutes approved as submitted.

5. Comments/Reports:

Tonya Dowse introduced guests Keli Anthis & Rod Dowse.

No other comments or reports.

6. Discussion and Possible Action RE: Preliminary Analysis and Recommendations regarding Investor and Business Support Networks. Community Economic Development Council, September 24, 2013.

City Council Member Harkness provided a verbal presentation of the Investor & Business Support Networks documentation.

A discussion as held with the Committee and City Council regarding background information with respect to the City Council's economic goals and how the CEDAC can assist with attaining those goals.

Further discussion was held regarding the concept of an incubator program and the possibility this type of program could serve as a resource for the local businesses to contact. The role of CEDAC within the framework of being a resource for local businesses was clarified. It was stated that the Business Walk Around was very successful and this type of local outreach by the CEDAC will continue to allow for better communication within the Mt. Shasta business district.

Consideration was given to the Business Support Network as a vehicle to increase levels of communication with the business community. Support for moving forward with the Business Support Network idea was discussed.

A brief dialogue was held regarding business loans and the process of applying for a loan through CEDAC. CEDAC should consider streamlining the process so it is less cumbersome for the business owner.

A conversation was held regarding the inaccuracies in the Investor and Business Support Network documents, specifically on page nine (9). Clarification was provided to the CEDAC regarding the Business Support Network being two interties, one the Investor Group and two the Business Support Group.

Committee Action: To continue moving forward on both Investor & Business Support Networks. Come back with an update at next meeting, January 14, 2014. Member Dowse moved to approve, Seconded by member Darrow, Motion carried on a 8-0 voice vote.

7. Discussion and Possible Action RE: Marketing/Branding in the Community:

City Council Member Collings provided a verbal presentation via conference call.

A discussion was held regarding the branding/marketing strategy; branding should be broken into categories, such as tourism, and small and large business instead of grouping these categories into one central branding process.

A conversation was held regarding the transient population and the possible adverse impact to the local business community.

Further discussion was held regarding branding and marketing, how the Branding Guidelines should be applied and how the information should be disseminated. Consideration was given to website consolidation to include information regarding marketing and branding.

Dialogue was opened regarding the need for consistency in CEDAC's approach to tourism and businesses. A discussion was held regarding the next steps for CEDAC and Committee Members Darrow and Josee Wells, along with City Councilmember Collings will move forward on the branding efforts and proved the Committee with an update at the next meeting.

8. Future Agenda Items/Comments by Committee Members:

- Updated report from the Investment Business Network Committee.
- And initial report from our new subcommittee on Marketing & Branding.
- Update on progress of making Mt. Shasta more business friendly (Per City Manager Eckert)

9. Adjourn at 4:20pm to next Regular Meeting to be held on Tuesday, January 14, 2014